

Goal: PUBLIC INFRASTRUCTURE

Desired Community Condition(s)

Residents have safe and affordable transportation options that meet the public's needs.

Program Strategy: TRANSIT MARKETING

A5701

Promoting and encouraging all residents of Albuquerque and our visitors to use alternative modes of transportation.

Department: TRANSIT

Service Activities

Transit Demand Management (TDM)

Strategy Purpose and Description

The TDM (Transit Demand Management) program encourages the citizens of Albuquerque and surrounding areas to use alternative transportation via an employer-based TDM program, ACT Now (Alternative Commute Transportation Now) and an educational component that targets our future commuters, Kids In Motion. Additionally, the staff plans and implements marketing and education programs to increase public awareness to encourage the use of alternative modes of transportation such as riding the bus, carpooling, vanpooling, bicycling, and walking.

Promote non-fuel transportation activities such as walking and bicycling. Encourage and promote carpooling, vanpooling, and riding the Transit Department's fixed route and commuter service, ABQRide. In addition, educate employers about the benefits of teleworking, flextime and staggered work hours.

Serve as the lead Albuquerque agency for carpooling/vanpooling by maintaining a ridematching database that assists individuals by referring them to possible carpool opportunities.

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Serve as an advocate for alternative transportation modes in the greater Albuquerque Metropolitan Area.

Changes and Key Initiatives

Approach Apartment complexes in Albuquerque as prospective ACT Now partners.

Input Measure (\$000's)

2001	265	265 OPERATING GRANTS FUND	1,120
2002	265	265 OPERATING GRANTS FUND	1,120
2003	265	265 OPERATING GRANTS FUND	1,066
2004	265	265 OPERATING GRANTS FUND	780
2005	265	265 OPERATING GRANTS FUND	1,374
2006	265	265 OPERATING GRANTS FUND	919

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Increase awareness among commuters to alternative means of transportation through presentations, meetings, etc.	# of presentations, etc.	2003	755	505	1,210	

		2004	755	464	813	
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Increase awareness
among commuters to
alternative means of
transportation through
presentations,
meetings, etc.

2005	1,200	492	871
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2006	1,200		
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Goal: PUBLIC INFRASTRUCTURE

Parent Program Strategy: TRANSIT MARKETING

Department: TRANSIT

Service Activity: Transit Demand Management (TDM)

5717240

Service Activity Purpose and Description

The TDM program encourages Albuquerque commuters to use alternative transportation via the employer-based ACT Now program and its educational component, Kids In Motion which targets future commuters. The program employs several strategies to increase public awareness about the benefits of alternative transportation. ACT Now maintains a ride-matching database to assist individuals in locating carpool partners.

Changes and Key Initiatives

Emphasis will be placed on promoting bus ridership, as it is the most convenient mode of alternative transportation available to the greatest numbers of Albuquerque commuters.

Input Measure (\$000's)

2002	265	265 OPERATING GRANTS FUND	1,120
2003	265	265 OPERATING GRANTS FUND	1,066
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Strategic Accomplishments

Output Measures	Year	Projected	Mid-Year	Actual	Notes
Add an additional 400 new registrations to the carpool database annually.	2003	400	211	383	
	2004	400	197	210	carpool software not functioning
Add additional new registrations to the carpool database annually.	2005	425			Bids for Carpool/Vanpool software upgrade have been taken.
	2006	425			

Output Measures	Year	Projected	Mid-Year	Actual	Notes
Increase participants by 25% in the "Beat the Big I Blues"	2001			3,500	
	2002	4,375			measure discontinued

Output Measures	Year	Projected	Mid-Year	Actual	Notes
Secure a minimum of 15 new signed ACT Now agreements between ABQ RIDE and ABQ. employers	2003	15	6	27	
Secure a minimum of 15 new signed ACT Now agreements between ABQ RIDE and ABQ. employers	2004	15	10	14	

Secure new signed ACT Now agreements between ABQ RIDE and ABQ. employers	2005	15	5	8
	2006	15		

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Conduct a minimum of 260 Kids In Motion classroom presentations.	2003	260	167	239	
Conduct a minimum of 260 Kids In Motion classroom presentations.	2004	260	126	156	
Conduct Kids In Motion classroom presentations.	2005	260	186	298	
	2006	260			